

# For the Trenches

TIPS & NEWS FOR EQUIPMENT OWNERS AND OPERATORS

## Communicating with your dealer. *Choosing the option that works – for you.*

We've probably become used to assuming that the ideal situation for any equipment owner and/or operator is to



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have an established relationship with their equipment dealer through their assigned field representative – and that may be wrong. For some equipment owners, the most efficient way to communicate with their dealer may be through other channels. Let's say you are looking for information and access to resources, on your time and terms, for example. In that case, your best option may be to take advantage of your equipment dealer's inside sales team. Read on to find out more about this very convenient alternative.

### What exactly is an inside sales team?

Your dealer's inside sales team may have that name or a similar one, but in general terms, the idea will be the same; an inside sales team will be a group of well-trained representatives who function as your inside champions. They will be able to answer most of your questions, steer you in the right direction and put you in touch with the right resources, right away.

### How do they typically work?

After an initial call to introduce themselves, they will ask you whether you want to be contacted periodically, and how so; then, they will proactively get in touch with you, if that's what you want, or wait for you to get in touch with them. In either case, you'll get their dedicated and expert attention.

### Why would an equipment dealer have an inside sales team?

In general terms, inside sales teams are established by dealers who are committed to helping their customers achieve their lowest operating and ownership costs, but recognize that not all their customers will require or want the kind of dedicated relationship that involves personal visits by the assigned field rep or salesperson. Many customers, including busy owners of small companies who have to wear a multitude of different hats, simply have little time for visits; for them, to sit down is to stop making money. At the same time, those customers still want to know what's available from their dealer –

there may be a special offer on a product, or a seasonal service that could be exactly right for them; they may want to learn about financing options, become aware of different leasing, renting and purchase packages, and in general, have a way to hear – and to be heard – so when they do have a need, getting in touch with the right person is fast and easy.

### When would you want to use your dealer's inside sales team?

In general, there are two types of circumstances under which it's very convenient to have access to an inside sales team; one is urgent, the other one, important.

When it comes time to contact your dealer for parts or service and you need help ASAP, you may not even be sure who to contact. Calling the inside sales team cuts to the chase. They can order the part or parts themselves; they know with whom to make an appointment if you need service, or with whom to talk if you're looking for an answer right away.

The other time an inside sales team allows you to take the best advantage of your dealer is not urgent, but it's important. Let's say you have a good project coming up and you're considering a work tool for one of your machines, but you're not sure if it's the right one, or whether you can afford it. Who can you call? Your dealer's inside sales team. Same if you are looking at trading or selling one of your machines, or you're considering renting...the inside sales team members have been extensively trained and they can spend the time you need to either answer your questions themselves or put you in touch with the person who can.



**Get the answers that you need quickly – your inside sales specialist serves as an internal champion at your equipment dealer.**

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An inside sales specialist has everything at their disposal to get you the answers that you need.

## What are some of the advantages of working with an inside sales team?

- Convenience. Yours, not the dealer's. Your communication with the inside sales team can be by phone, fax or e-mail, whatever works best for you.
- Efficiency. Chop down your time on hold. In many cases, get answers right away, and when you don't, you'll be put in touch with the right person without delay.
- Access. Through one person, you can contact all the resources of your dealer – even those you didn't even know existed, and may actually be the ones that can offer the perfect solution to your challenge.
- VIP treatment. You decide how you want to be contacted. And you're contacted by well trained people.

## How do you know your dealer's inside sales team is the right approach for you?

Their attitude is a number one giveaway. A good inside sales team member has chosen that job – and has been hired for that job – because he or she is a good communicator; is upbeat, and is patient.

Of course, knowledge and level of comfort with equipment, parts, service and financing are important characteristics of a good inside sales team member, but

sooner or later, even the best of them will need help from an expert. You want to know they have that option open to them and that your dealer considers that job important enough that the questions of an inside sales team member are always going to be considered seriously.

Each case is different, and there is no one answer that fits every circumstance, but we hope that this article has given you the knowledge you need to take advantage of your dealer's inside sales team for the success of your business.

**Milton** 

*This article is part of a series of articles designed to help equipment owners and operators lower owning and operating costs. Other article topics include:*

*Emissions • Scheduled Oil Sampling • Parts Options  
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(Parts and Service Sales Representative) • CSAs (Customer  
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